

over the computer network; and

*C4* second computer instructions on the network server automatically publishing on the computer network information about the donation, thereby providing immediate recognition to the donor, the first computer instructions accepting over the internet additional donations spurred by the automatically publishing on the computer network the information about the donation.

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*C5* 19. (Amended) The apparatus of claim 17 in which the first computer instructions publish the information on a World Wide Web page on the Internet.

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20. (Amended) The apparatus of claim 17 in which the first computer instructions publish an ordered list of donations.

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21. (Amended) A method of increasing charitable donations to an organization, the method comprising:

*C6* providing a network server executing software for communicating with personal computers over a computer network;

automatically accepting from donors donations transmitted through personal computers over the computer network; automatically making publicly available to personal computers over the computer network information about the donation to provide immediate public recognition to the donor, and

automatically accepting from donors additional donations transmitted through personal computers over the computer network, the additional donations spurred by the immediate public recognition.

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